



## Our Free Open House Marketing Program Continues to be a Hit With Area Christian schools

Dwight and I continue to be honored by your positive response to our new program for promoting Christian education. Schools love it!

Each year we print the **Christian K-12 Education and College Resource Guide**. Three years ago we launched a new program that better suits your needs in a changing social media and marketing environment.

When you participate in the 32nd Annual K-12 Education Guide, you will receive a free, full-service marketing campaign to promote your Open House events.

### **We'll do this in the following ways:**

■ A Winter/Spring Open House event poster distributed to 700 churches and other locations. It will include specific information about your Open House dates, your logo and contact info and be distributed in January. See the 2023 poster pdf attached.

■ Promotion on metrovoicenews.com – Kansas City's most popular Christian website  
Your free ads will be specific to your Open House date.

■ Promotion of your Open House in our weekly newsletter sent to ALL of our readers.

■ Promotion of your Open House on social media with stories, memes and your ad.

■ A special full-page ad in the K-12 Education Guide with your Open House dates.

■ Promotion of the Open House events on Bott Radio network.

■ Plus, you still get 50% off any other advertising you place for the entire year. This includes our Summer Camp Guide in the Spring, May Graduation list of students, Back-to-School promotion in July and more!

The above Open House marketing program would normally be \$1246 but we are offering it free when you participate in our 32nd Annual Education Guide.

You can view the 2023 guide by visiting [www.metrovoicenews.com](http://www.metrovoicenews.com) and clicking the education tab.

We are currently receiving registrations from our "regular" partners.

### **Due Dates:**

- Early Bird discount ends **Dec. 20, 2023**.
- Open House dates for poster **due Jan. 16**.
- K-12 Education Guide materials **due Feb. 6**.

Thank you for helping to make this a success the last three years.

Please call us with your questions and ideas! We would love to hear how we might make it even MORE effective for you as you seek to reach local families.

Contact Anita at [kansascityexpo@gmail.com](mailto:kansascityexpo@gmail.com).

Sincerely,  
Anita Widaman, Ed.S.  
Education Guide Publisher

# 32nd Annual Kansas City Metro Christian K-12 Education Guide & Open House Poster



JOIN US FOR A KANSAS CITY REGIONAL TRADITION!

Our 32nd year publishing a Christian Education Guide distributed all across the city to churches, libraries, daycares, and events!

**metro**  
**VOICE**

350,000 PRINT AND DIGITAL READERS!

Increase the public's awareness of your school or service with our 32nd annual **K-12 Christian Education Guide & Directory** produced by Kansas City's award-winning **Metro Voice**—the region's most-visited Christian website.

## 32nd ANNUAL Print Edition

- Reach new residents to the region
- Reach parents considering private education
- Provide informative articles and features:
  - School profiles and photos
  - The benefits of Christian education
  - Educational resources and services

## K-12 Open House Promotion

We are providing a great resource at NO cost to you. When you advertise in the K-12 Christian Education Guide & Directory, we will promote your Open House and Open Enrollment events for free!

In addition to online, social media and radio promotion, we will also include your Open House, school logo and contact info on a special poster distributed to 700 area retail, churches, faith-based, daycares, libraries, concerts, conferences, and other locations.

**FREE**  
Open House  
Promotion  
#3 thru #5

### Packages:

- #1 **Directory Listing Only** \$175
  - #2 **2 column x 6" Ad** 4" x 6" tall  
Directory listing.  
**Total Package Price: \$275**
  - #3 **3 column x 6" Ad** 6" x 6" tall  
**This package equals 1/2 page in the Guide!**  
Includes 215 word story and photo (that you provide). Directory listing. Open House promotion.  
**Total Package Price: \$335**
  - #4 **1/2 page 6 col. x 6" Ad** 10" x 6" tall  
**Ad plus story equals 3/4 page in the Guide!**  
Includes 260 word story and photo (that you provide). Directory listing. Open House promotion.  
**Total Package Price: \$495**
  - #5 **Full page Ad** 10" x 12" tall  
Includes 400 word story and photo (that you provide). Directory listing. Open House promotion.  
**Total Package Price: \$890**
- For Full Color Please Add:**  
packages 2: \$40; 3: \$60; 4: \$75; 5: \$125

**Most Popular Package!**

**Don't miss this cost-effective marketing opportunity!**

**Partnering with you since 1991.**



Please call Anita at 816-524-4522 or [kansascityexpo@gmail.com](mailto:kansascityexpo@gmail.com)

# 2024 32<sup>nd</sup> Annual Kansas City K-12 Christian Education Guide

## Guide and Open House Poster Registration

Once again we have designed a marketing program to partner with you on your **Open Enrollment and Open House** events throughout the year. We will come alongside your school in promoting your enrollment events during 2024.

For the 32nd year, we'll publish our popular and effective **K-12 Christian Education Guide & Directory**. It will be printed in February and distributed to over 700 area churches, libraries, bookstores and retail outlets and at the education expo on Feb. 24. It will also be distributed at large area events such as Faith and Family Day at the Kansas City Royals and appear as a digital magazine for all of our readers.

In addition, when you participate in the Education Guide, Metro Voice will provide you with FREE advertising for your open enrollment events during the year. We will handle the advertising, social media promotion, plus, radio and print and distribute a full-color poster to area churches, libraries and grocery stores highlighting your school's name, logo, date, and contact info for your open enrollment event. **All this at NO cost to you!**

We are excited to continue our special partnership with area Christian schools.

Name of K-12 School/Service \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Contact \_\_\_\_\_ E-mail \_\_\_\_\_

Circle Marketing package # desired: #1 #2 #3 #4 #5 \$ \_\_\_\_\_

Circle Full Color Package: #2 (\$40) #3 (\$60), #4 (\$75), #5 (\$125), \$ \_\_\_\_\_

**Early Bird Discount: Deduct additional 5% if returned with payment by Dec. 20**

If meeting the early registration deadline: Deduct 5% Total with discount: \$ \_\_\_\_\_

**Open House Poster** deadline for your Open House dates and logo is Jan. 16 and sent to [kansascityexpo@gmail.com](mailto:kansascityexpo@gmail.com)

**K-12 Education Guide** deadline: PDF/JPG Ad, advertorial/photo/directory. Email by Feb. 6 to [kansascityexpo@gmail.com](mailto:kansascityexpo@gmail.com)

**AMOUNT DUE TO RESERVE YOUR MARKETING PACKAGE:** TOTAL \$ \_\_\_\_\_

Checks should be made payable to Metro Voice News. Credit Cards also accepted: 3.5% fee.

Registration and check mailed to: Metro Voice • PO Box 1114 • Lee's Summit, MO 64063

Charge: Name \_\_\_\_\_ Type: MC\_\_ VISA\_\_ AmEx\_\_ Expires: \_\_\_\_\_

Card # \_\_\_\_\_ 3/4 Digit Code \_\_\_\_\_

Billing Address: \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

**GUIDE COORDINATOR USE ONLY:** Date Received: \_\_\_\_\_ Amount Paid: \_\_\_\_\_

Photo E 23; Story: E H 23; Ad: E D 23; Directory: E H 23 C; Web\_ Logo\_ Dates\_ Link\_